

**THE IMPACT OF BRAND DIMENSION ON THE PURCHASING DECISION  
MAKING OF THE SMARTPHONE IN INDONESIA**



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Written by:

**YOGI SYAFAAT**

**B100122010**

**DEPARTMENT OF MANAGEMENT DUAL DEGREE PROGRAM  
ECONOMIC AND BUSINESS FACULTY  
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

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**HALAMAN PERSETUJUAN**

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Oleh:

**YOGI SYAFAAT**

**B 100 122 010**

Telah diperiksa dan disetujui untuk diuji oleh:

Dosen  
Pembimbing



**Ihwan Susila, Ph.D.**

**NIK.711**

**HALAMAN PENGESAHAN**

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- 1. Soepatini, Ph.D.  
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- 2. Ihwan Susila, Ph.D.  
(Anggota I Dewan Penguji)**
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(Anggota II Dewan Penguji)**

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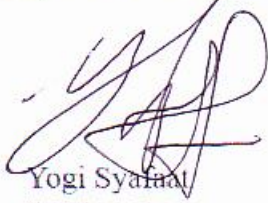
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Yogi Syafaal  
B100122010

# **THE IMPACT OF BRAND DIMENSION ON THE PURCHASING DECISION MAKING OF THE SMARTPHONE IN INDONESIA**

## **Abstract**

This paper explores the impact of brand dimension on purchasing decision making of the Smartphone in Indonesia. This study aims to determine the influence of such brand dimension on purchasing decision and to reveal which is the most influential. Data were collected using questionnaire-based survey consisting of 32 questions and distributed to 120 respondents comprising all of smartphone consumer in Indonesia city Solo and Ngawi. In order to analyze the data obtained from questionnaires, quantitative methods were employed. The findings showed that perceived quality and country of origin have a significant effect on purchasing decision, and marketing communication and historical tradition insignificant on purchasing decision. Finally, the study recommends that manager should improve the purchase decision making for gain high customer.

## **Abstrak**

Skripsi ini mengeksplere dampak dari dimensi merk terhadap keputusan pembelian smartphone di Indonesia. Penelitian bertujuan untuk menentukan dampak dari dimensi merk terhadap keputusan pembelian dan mengungkapkan variable mana yang paling berpengaruh. Pengumpulan data menggunakan kuesioner dengan 32 pertanyaan dan didistribusikan kepada 120 responden yang notabene pengguna smartthphone di Indonesia, tepatnya di kota Solo dan Ngawi. Data yang diperoleh berasal dari kuesionner, dan metode yang dipilih adalah metode kuantitatif. Dari hasil yang didapat, ditemukan bahwa persepsi kualitas dan asal negara mempunyai dampak yang signifikan terhadap keputusan pembelian, dan variable lain yakni komunikasi pemasaran dan sejarah perusahaan tidak memiliki dampak yang signifikan terhadap keputusan pembelian. Terakhir, penelitian ini merekomendasikan kepada manajer untuk meningkatkan keputusan pembelian untuk mendapatkan konsumen yang tinggi.

**Keywords:** Brand dimension, purchasing decision, smartphone, Indonesia.

## **1. INTRODUCTION**

In the modern era, the need of communication tool is very large. communication tool is no longer a secondary need but has evolved into a primary need. Because in this advanced era, without using communication tools that update we will be left by the progress of time. More advanced age, people need everything that instant. Therefore, many communications company producing almost instantaneous communication tool that smartphone.

Smartphone is a mobile phone that uses data packets to connect to the internet. Various features such as, maps, chat, video call and Smartphone's browser can be found inside. Smartphone will be more advanced with features that continue to grow and evolve.

However, competition in the field of communication, especially the Smartphone market is not easy, many companies that compete in it. Indonesia is one of the world's

largest Smartphone's users. With a percentage of 17.247% (The world of communication equipment effect in 2015) Indonesia was ranked second after the US as a country with the world's largest Smartphone users. Therefore, Indonesia is a potential market for spreading a variety of smartphone products. Moreover, Indonesian citizen consumerism very influential to the percentage of smartphone buying decision.

Various methods are used to attract the consumer's attention. branding that done by some companies are using marketing communication and quality improvement. Marketing communication means that are used to inform and persuade the targeted segment of people in order to influence. Reviews their behavior towards the purchase of a particular product or continue to buy it in the presence of competitors (Zoubi, 2010). Marketing communication is very useful for users who do not really know or cannot find out about the specifications of the product which about to be purchased, it is beneficial for manufacturers to better in influence consumer purchasing decisions.

The historic tradition of the brand is age of a brand since the brand was found in the market. Therefore, we find that the most famous brands are the old ones and catch Reviews their name signifying through founding date (Ankomah, 2005). In Indonesia, there are many old brands and new entrants in recent decades, this is an interesting thing because consumers will generally have more confidence in the brand which has more experience. However, it is possible if even the new brand will make the historic tradition of bright and attractive to many consumers.

Country of Origin is the term used to describe where products or goods originate from and encompasses agriculture, manufacturing or production (Ankomah, 2005). Products derived from highly developed countries generally will be superior because the country feels more qualified consumers. And it influences purchasing decisions.

In this study, you will learn about the influence of brand dimension to the purchasing decision, because the brand is trusted as a warranty product and the consumer at the same time (Momani, 2015). Brand will make the difference between one product with another, quality, historic tradition of the brand, country of origin even marketing communication will influence the purchase decision.

## **2. LITERATURE REVIEW AND HYPOTHESIS**

### **2.1. PURCHASE DECISION**

Purchase decision is series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where to make the purchase, what brand, model, or size to purchase, when to make the purchase, how much to spend, and what method of payment will be used. The marketer attempts to influence each of these decisions by supplying information that may shape the consumer's evaluation process. (Kotler,2009).

The process of the purchasing decision includes five stages. These stages are realizing the need, then searching for the information, then evaluating the alternatives, then making the decision of purchasing, and finally the post purchasing behavior. So, it is clear that the process of purchasing began long time before the actual purchasing. So, marketers need to focus on the whole process of purchasing, instead of focusing on the decision of purchasing only. (Kotler & Keller, 2009, 207) The process of decision making of the consumer began through him realizing his unsatisfied needs and desires. From here the consumer will realize the difference between his actual status (As a case) and his ideal needs which he desired to satisfy through some social and psychological aspects. These needs are the ones that motivate and stimulate him to make the decision (Mullins et al, 2008,) From here, the importance of the purchasing decision arises, especially for the shopping commodities.

Purchase decision process is the decision-making process used by consumers regarding market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost–benefit analysis in the presence of multiple alternatives(James, 1968).

### **2.2. PERCEIVED QUALITY**

Actually, there are several clearly related quality, but operate sales manager can be said that quality is characteristic from a product or service being determined by user or lead customer and process measurement and thoughts through the sustainable improvement (Andy, 2013). The quality of a product or service is the fitness of that product or service for meeting its intended used as required by the customer (Hence, 1994). Kadir (2001: 19), declare that the quality is the elusive goal, because consumer expectations are always

changing. Each new standard is found, then consumers will demand more to get a new standard of other newer and better. In view of this, the quality is a process and not the end result.

Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as “fitness for use” or ‘conformance to requirement” (Russell & Taylor, 2006). Customer can buy the same product or another product with the same quality. That's why manufacturers need to do research on quality brands that purchase decisions do not fall in the hands of other manufacturers.

Dimensions of Perceived Quality according Momami, 2015, there are two types for the dimensions of quality:

- a. Objective quality: It refers to the excellence in the product that can be defined and measured.
- b. Perceived quality: It refers to the consumer’s judgment on the overall excellence of the product. So, it is based upon the personal or a behavioral evaluation. So, it is an emotional evaluation made by the consumer about the brand’s performance in comparison with other brands.

### **2.3. MARKETING COMMUNICATION**

Marketing communications is the core activity so that all stakeholders can understand the intentions of others and appreciate the value of goods and services offered(Jamieson, 2011).Marketing communications is the interaction between the organization and its customers, this interaction is aimed at achieving the process of purchasing by customers and create an attractive image for the brand in the hearts of customers.

Bowersox and Morash (1989) demonstrated how marketing flows, including the information flow, can be represented as a network whose sole purpose is the satisfaction of customer needs and wants. Communication plays an important role in these exchange networks. At a basic level, communication can assume one of four main roles:

- a. It can inform and make potential customers aware of an organisation’s offering.
- b. Communication may attempt to persuade current and potential customers of the desirability of entering into an exchange relationship.
- c. Communication can also be used to reinforce experiences. This may take the form of reminding people of a need they might have, or of reminding them of the benefits of past transactions with a view to convincing them that they should enter into a similar



exchange. In addition, it is possible to provide reassurance or comfort either immediately prior to an exchange or, more commonly, post-purchase. This is important, as it helps to retain current customers and improve profitability. This approach to business is much more cost-effective than constantly striving to lure new customers

- d. Marketing communications can act as a differentiator, particularly in markets where there is little to separate competing products and brands.

## **2.4. HISTORICAL TRADITION**

A brand's reputation is built with hard work and a long history. Develop products by reviewing the needs of consumers would make it easier marketing. This achievement creates the trademark with outstanding reputation. Historical tradition of the company is believed to have the same characteristics as well as the scheme related to consumer purchasing decisions (Nguyen & LeBlanc, 1998). A good history of the company stimulates the purchase of an enterprise by simplifying the purchase decision. History of the company in this case may affect the selection of consumers of a product at the time find it difficult to distinguish between products attributes.

Brand identity and brand image are the core determinants of the brand manifestation. Brand identity can be influenced by different identity notions. In fact, identity represents the firm's reality while image represents consumer behavior. The brand's emotional attributes are manifested by the metaphor of personality, which, among other sources, evolves from the brand's core values. Personality traits are further developed through associations with the "typical user" imagery, endorsers, and consumers' contacts with the company's employees. Firms therefore need to ensure that a brand's personality is conveyed consistently by both its salespeople and market communications. Another influential source for a brand's personality is its positioning, and an integrated approach to branding can help reinforce the synergy between these through studying and deepening in the brand and its dimensions that are considered as independent variables in this study, this study will be analyzing consumer's behavior and the level of the brand's importance and its impact on the consumer's purchasing decision. The starting point for studying consumer behavior revolves around the idea which says that the product must perceive the commodity not from its point of view, but from the consumer's point of view. So, consumer's behavior is an integral network of internal and external information which helps to understand the consumer's activity before, after and during the process of making the purchasing decision, and it also helps to understand the factors that influence this decision.

## 2.5. COUNTRY OF ORIGIN

In this modern age, many components that affect a brand promotion to help the development and success of the brand, even a single country using the brand as a promotional tool in the field of tourism, investment and exports. Country of Origin is the term used to describe where products or goods originate from and encompasses agriculture, manufacturing or production (Momami, 2015). It is often encountered with the term "made in" which shows the origin of a product. In this globalization era, consumers are aware of the origin of a product and influence purchasing decisions.

Country of origin has been broadly defined as "any influence, positive or negative, that the country of manufacture might have on the consumer's choice processes or subsequent behavior" (Samiee, 1987). Concerned that country of origin constituted invisible or informal barriers to trade, (Schooler, 1965) was the first to identify product bias on the basis of national origin in his seminal work.

State which is the place of origin of a product called the "country of origin" or abbreviated as "coo" is generally regarded as part of the extrinsic characteristics of the product (Bilkey&Nes, 1982). From these quote can be concluded that the country of origin is a picture, reputation, linked by the consumers in a particular country.

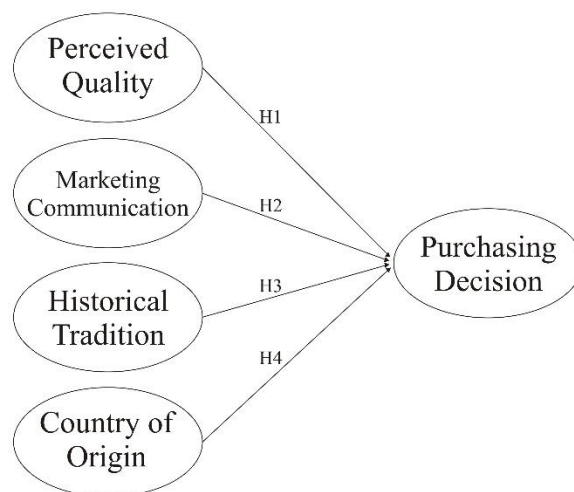
H1: There is a significant impact of Perceived quality on purchase decision.

H2: There is a significant impact of marketing communication on purchase decision.

H3: There is a significant impact of historical tradition on purchase decision.

H4: There is a significant impact of country of origin on purchase decision.

However, the research model in this study will show in the picture below:



**Figure 1**  
**Research Framework**

### **3. RESEARCH METHODOLOGY**

This research is a causal or explanatory research using survey methods in the process of collection of data. Primary data was collected by direct distributing questionnaires. The descriptive and statistical analysis method was used in this study. Populations of this study are customer of smartphone. Probability sampling was used to this study. Sampling was taken by using convenience sampling method, it means the sample that will be chosen based on easier to collect the data, research can be collect in everywhere. The questionnaire used closed-ended questions with 5-point Likert scales, scale 1 mean strongly disagree and scale 5 related to strongly agree. Content of questionnaires adopted from study that conducted by Momami, 2015, Javed, 2013. In the questionnaire also collect data of respondent such as, gender, latest education, age, occupation, marital status and spending per months. The questionnaire was distributed for 120 people, according to study conducted by Anderson et al (1998) that argued if the sample size of 100-200 is adequate for the research. Data was collected in Solo and Ngawi City.

All of data analysis data in this study calculated using SPSS 23.0 for Windows. Validity test and reliability test was measured before data can be analyze. Validity test used to know about the validity of questionnaire as measurement tool and reliability test was used to measure questionnaire whether it is appropriate to use as a measurement tool or indicator of variables. To measure the validity, researcher used Confirmatory Factor Analysis (CFA) as analysis technique and Cronbach Alpha statistical test ( $\alpha$ ) as reliability test measurement tool. Item of questionnaire can be stated as valid item if the loading factor values higher than than 0.3, and a questionnaire can be reliable if the result from test ( $\alpha$ ) is should not bellow 0.70 (Nunnally and Bernstein, 1994).

Multiple linear regression analysis was used to figure out how big the influence of independent variable to dependent variable. Accuracy function regression in estimating the actual value can be measured from statistically test at least this can be measured by the value of the statistic value F-test, T-test, and the value of the determination coefficient ( $R^2$ ). Statistical F-test basically used to find out whether the regression model can be used to predict the dependent variable or not. There are some criteria for making decision, H1 can be accepted if sig. probability  $< 0.05$  and F calculated  $> F$  tabulated. Statistical T-tests basically show how far the influence of one independent variable individually in the dependent variable explained variation. There are some criteria for making decision, H1 can be accepted if sig. probability  $< 0.05$  and T calculated  $> T$  tabulated. Finally, determination coefficient test ( $R^2$ ) is carried to measure how far the ability of framework model for explains

about variation by dependent variable. Value of determinant coefficient is between 0-1. Low value of  $R^2$ , mean that ability of independent variable to explain about variation of dependent variable is limited. So, if the value is high or closely to 1, its mean that ability of independent variable to explain about variation of dependent variable is good or almost provide all information needed to predict the dependent variable.

## 4. FINDING AND DATA ANALYSIS

### 4.1 Descriptive Analysis

From collecting data result, can be known variety of respondent characteristic. Characteristic of respondents. The differences between male and female respondent in this research are 28 respondents, where female has more respondent than male. Majority of respondents aged 18 to 24 years old, meanwhile only four respondents aged 25 – 35 years old, martial status of respondent majority are single (94.2), last education of respondent are 12 bachelor and 108 high school, the most of respondent's occupation is student, there are 95,8%.

### 4.2. Validity and Reliability Test

Table 1 shows the results of validity and reliability test. The table shown that data have been extracted and has a loading factor values more than 0.3 so that the whole items are valid. There are 5 variables which have their own groups. It means that all item valid, and this data are success to past CFA test. Finally, based on the table 1, all of them have higher value than 0.50, so all of variable can be categorize as reliable. Which mean that the reliability of these variables is accepted. This data can be processed further.

### 4.3. Assumption Classic Test

Classical test theory is a body of related psychometric theory that predicts outcomes of psychological testing such as the difficulty of items or the ability of test-takers. It is a theory of testing based on the idea that a person's observed or obtained score on a test is the sum of a true score and an error score. Generally speaking, the aim of classical test theory is to understand and improve the reliability of psychological tests (Lord & Novick, 1968).

| Table 1 Result of Validity Test |          |           |      |   |   |   |
|---------------------------------|----------|-----------|------|---|---|---|
| Variable                        | Question | Component |      |   |   |   |
|                                 |          | 1         | 2    | 3 | 4 | 5 |
| Quality                         | 1        |           | .729 |   |   |   |

|               |   |      |      |  |      |
|---------------|---|------|------|--|------|
|               | 2 | .675 |      |  |      |
|               | 3 | .551 |      |  |      |
|               | 4 | .608 |      |  | .855 |
|               | 5 | .701 |      |  |      |
|               | 6 | .854 |      |  |      |
|               | 7 | .665 |      |  |      |
| Marketing     | 1 | .537 |      |  |      |
| Communication | 2 | .838 |      |  |      |
|               | 3 | .484 |      |  |      |
|               | 4 | .597 |      |  | .792 |
|               | 5 | .630 |      |  |      |
|               | 6 | .631 |      |  |      |
|               | 7 | .619 |      |  |      |
| Historical    | 1 |      | .674 |  |      |
| Tradition     | 2 |      | .679 |  | .760 |
|               | 3 |      | .769 |  |      |
|               | 4 |      | .794 |  |      |
| Country of    | 1 |      | .524 |  |      |
| Origin        | 2 |      | .794 |  |      |
|               | 3 |      | .555 |  | .795 |
|               | 4 |      | .558 |  |      |
|               | 5 |      | .632 |  |      |
|               | 6 |      | .713 |  |      |
| Purchase      | 1 | .570 |      |  |      |
| Decision      | 2 | .617 |      |  |      |
|               | 3 | .588 |      |  |      |
|               | 4 | .561 |      |  |      |
|               | 5 | .715 |      |  | .851 |
|               | 6 | .691 |      |  |      |
|               | 7 | .602 |      |  |      |
|               | 8 | .863 |      |  |      |

Source : Primary data, (2016)

#### 4.3.1. Normality Test

In statistics, normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed.

**Table. 12**  
**One-Sample Kolmogorov-Smirnov Test**

|   | Perceived<br>Quality | Marketing<br>Communication | Historical<br>Tradition | Country<br>of<br>Origin | Purchase<br>Decision |
|---|----------------------|----------------------------|-------------------------|-------------------------|----------------------|
| N | 120                  | 120                        | 120                     | 120                     | 120                  |

|                         |                |        |        |        |        |        |
|-------------------------|----------------|--------|--------|--------|--------|--------|
| Normal Parameters       | Mean           | 3.3869 | 3.3464 | 3.3354 | 3.0569 | 3.2708 |
|                         | Std. Deviation | .60080 | .49267 | .64046 | .68309 | .53974 |
| Most extreme Difference | Absolute       | .096   | .101   | .082   | .108   | .082   |
|                         | Positive       | .053   | .058   | .082   | .108   | .082   |
|                         | Negative       | -.096  | -.101  | -.080  | -.064  | -.066  |
| Kolmogorov-Smirnov Z    |                | 1.048  | 1.106  | .898   | 1.185  | .899   |
| Asymp. Sig. (2-tailed)  |                | .222   | .173   | .396   | .120   | .394   |

Source: Primary Data, (2017)

From Table. 12 shows the value of Kolmogorov-Smirnov Z for Variable purchase decision is 0.899 with the asym Sig (2-tailed) 0.394 > 0.05. It mean the data met the requirement for normal distribution.

#### 4.4. Multiple Linear Test

Linear regression analysis is used in this study as a tool to prove hypothesis the impact of brand dimension to the purchasing decision making of the smartphone. Statistical calculations used in this research is multiple linear regression analysis by using SPSS. From the Table 4.12 the findings from multiple regression analysis with used SPSS program, we can get the equation as follows :

$$Y = 0.822 + 0.255X_1 + 0.169X_2 - 0.030X_3 + 0.317X_4 + e$$

#### Result of Regression Model

| Variable Independent    | Variable Dependent : Purchase Decision |            |                          |       |      |
|-------------------------|--|------------|--------------------------|-------|------|
|                         | Unstandardized Coefficient             |            | Standardized Coefficient | T     | Sig  |
|                         | B                                      | Std. Error |                          |       |      |
| (Constant)              | .822                                   | .366       |                          | 2.246 | .027 |
| Quality                 | .255                                   | .083       | .265                     | 3.074 | .003 |
| Marketing Communication | .169                                   | .111       | .133                     | 1.520 | .131 |
| Historical tradition    | -.030                                  | .074       | -.033                    | -.413 | .681 |
| Country of origin       | .317                                   | .074       | .365                     | 4.290 | .000 |

|          |         |
|----------|---------|
| T Table  | 1.98027 |
| R Square | .351    |
| F Test   | 15.526  |
| F Table  | 3.92    |
| Sig. F   | .000    |

---

Source : Primary data, (2016)

#### **4.5. T-test & F-Test**

H1: Perceived quality have significant effect on purchase decision.

The test results with SPSS for variable perceived quality obtained t count = 3.074 with a significance level of .003. By using the .05 limit, the significance value is smaller than the level of 5%, which means that  $H_0$  refused and  $H_a$  accepted. Thus, the first hypothesis is accepted, it means perceived quality significantly influence the purchasing decision making.

H2: Marketing communication have significant effect on purchase decision.

Based on results with SPSS for variable marketing communication obtained t count = 1.520 with a significance level of 0.131. By using the 0.05 limit, the significance value is smaller than the level of 5%, which means that  $H_0$  accepted and  $H_a$  refused. It means that the second hypothesis is rejected, so marketing communication has insignificant influences the purchasing decision making.

H3: Historical tradition have significant effect on purchase decision

Based on results with SPSS for variable historical tradition obtained t count = -0.413 with a significance level of 0.681. By using the 0.05 limit, the significance value is smaller than the level of 5%, which means that  $H_0$  accepted and  $H_a$  refused. It means that the third hypothesis is rejected, so historical tradition has insignificant influence the purchasing decision making.

H4: Country of origin have significant effect on purchase decision

The test results with SPSS for variable country of origin obtained t count = 4.290 with a significance level of .000. By using the .05 limit, the significance value is smaller than the level of 5%, which means that  $H_0$  refused and  $H_a$  accepted. Thus, the fourth hypothesis is accepted, it means country of origin significantly influence the purchasing decision making.

F test used to determine whether a meaningful model describes the dependent variable (Janssens, 2008). The results of statistical calculation shows the value  $F = 15.526$  with a significance of  $0.000 < 0.05$ . This means that the perceived quality, marketing communication, historical tradition and country of origin is a suitable model to explain purchase decision making (Sekaran, 2003).

#### 4.6. The coefficient of determination ( $R^2$ )

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .592 <sup>a</sup> | .351     | .328              | .51394                     |

a. Predictors: (Constant), Country of Origin, Historical Tradition, Quality, Marketing Communication.

The result of calculations using SPSS shows that the coefficient of determination (adjusted R Square) obtained at 0.328. This means that 32.8 % of purchasing decision can be explained by the variable perceived quality, marketing communication, historical tradition and country of origin, while the remaining 67.2 % of purchase decision making influenced by other variables not examined in this study.

#### 4.7. DISCUSSION

From the results of this research was made clear that perceived quality has positive impact and significant on purchase decision. It means, this research support with research conduct by Lee and Leh, (2011), Rajagopal, (2013), Momami (2015), Gunawardane, (2015). Perceived quality on purchase decisions can be influenced by several things, such as product specifications, product features; materials used integration, durability of products. Almost all the research on the brand begin with quality, because quality is one of primary attribute of consumers towards a brand. Moreover, quality is the instrument most easily observed and quality is very important variable and should be known by consumers before making a purchase of a product or service, so the quality has a huge impact on the purchase decision (Gunawardane, 2013). In this study the object used is smartphone, then consumers will compare the quality of a smartphone through experience or social factor before buying. Before consumers make a purchase, they will find out about the durability and benefits of a



brand, the benefits of the brand that has high quality feels more leverage than products with lower quality.

Marketing communication variable has a negative impact to the purchase decision making, because this variable is not significant. This research has different result with a research that done by Momami (2015). Smartphone is one of high involvement's product. Consumers are no longer only influenced by marketing communication such as advertising, direct marketing, personal selling and others. For example, Xiaomi is a Smartphone's brand that rarely does marketing communication, but people know and understand the quality offered, so they decided to buy these brands. If the marketing communication cannot be a reference to making purchasing decisions, consumers would consider their decisions by other variables stronger such as the quality and country of origin.

Historical tradition has a negative impact to the purchase decision making, because this variable is not significant. This research has different result with a research that done by Momami (2015). Image of a smartphone is no longer much affect consumers, back on the needs and desires of consumers. For example, Iphone, as a modern society of course we know how the image of smartphones in the eyes of the world, Iphone image building by raising prices and making Iphone to be a premium class of Smartphone. However, now many smartphone at an affordable price but has specifications like Iphone and even more than iphone does. This proves that consumers are more careful in choosing a product.

Country of origin have a positive effect and significant on purchase decision. This research support to research conduct by Momami,(2015), Javed, (2013). The information of the country that where product is made has been an important factor in product purchasing decision of customers. Studies have shown that country of origins effects the customers in number of ways and can influence their purchasing decision (Kaynak, 2000 & Huddleston, 2001). Country of origins on purchase decisions can be influenced by several things, such as product brand name, country of company's ownership. Moreover, if a company has a factory which is located far away from their home, consumers will still looking the company's home stood. Because, consumers see on the quality of the products produced from these countries is top quality. By buying products from a well-known country, consumers are more confident and proud to be in the presence of their friend. Furthermore, the brands position coming from countries that are believed consumers would be stronger, so the opportunity to sell their goods and reach the consumer purchase decision will be greater.

## 5. CONCLUSION

From the results of this research was made clear that perceived quality has positive impact and significant on purchase decision. It means, this research support with research conduct by Lee and Leh, (2011), Rajagopal, (2013), Momami (2015), Gunawardane, (2015). Perceived quality on purchase decisions can be influenced by several things, such as product specifications, product features; materials used integration, durability of products. Almost all the research on the brand begin with quality, because quality is one of primary attribute of consumers towards a brand. Moreover, quality is the instrument most easily observed and quality is very important variable and should be known by consumers before making a purchase of a product or service, so the quality has a huge impact on the purchase decision (Gunawardane, 2013). In this study the object used is smartphone, then consumers will compare the quality of a smartphone through experience or social factor before buying. Before consumers make a purchase, they will find out about the durability and benefits of a brand, the benefits of the brand that has high quality feels more leverage than products with lower quality.

Marketing communication variable has a negative impact to the purchase decision making, because this variable is not significant. This research has different result with a research that done by Momami (2015). Smartphone is one of high involvement's product. Consumers are no longer only influenced by marketing communication such as advertising, direct marketing, personal selling and others. For example, Xiaomi is a Smartphone's brand that rarely does marketing communication, but people know and understand the quality offered, so they decided to buy these brands. If the marketing communication cannot be a reference to making purchasing decisions, consumers would consider their decisions by other variables stronger such as the quality and country of origin.

Historical tradition has a negative impact to the purchase decision making, because this variable is not significant. This research has different result with a research that done by Momami (2015). Image of a smartphone is no longer much affect consumers, back on the needs and desires of consumers. For example, Iphone, as a modern society of course we know how the image of smartphones in the eyes of the world, Iphone image building by raising prices and making Iphone to be a premium class of Smartphone. However, now many smartphone at an affordable price but has specifications like Iphone and even more than iphone does. This proves that consumers are more careful in choosing a product.

Country of origin have a positive effect and significant on purchase decision. This research support to research conduct by Momami,(2015), Javed, (2013). The information of the country that where product is made has been an important factor in product purchasing decision of customers. Studies have shown that country of origins effects the customers in number of ways and can influence their purchasing decision (Kaynak, 2000 & Huddleston, 2001). Country of origins on purchase decisions can be influenced by several things, such as product brand name, country of company's ownership. Moreover, if a company has a factory which is located far away from their home, consumers will still looking the company's home stood. Because, consumers see on the quality of the products produced from these countries is top quality. By buying products from a well-known country, consumers are more confident and proud to be in the presence of their friend. Furthermore, the brands position coming from countries that are believed consumers would be stronger, so the opportunity to sell their goods and reach the consumer purchase decision will be greater.

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